

BULL'S EYE of PERFECTION

SHEAFFER'S
MOUNTAIN

THE NEW
FAVORITE

SOLD ON
30 Day Trial

Manufactured by
W. A. SHEAFFER PEN CO.
FORT MADISON, IOWA

Fountain Pen Perfection

HAS BEEN EMBODIED BY SHEAFFER IN HIS

Self-Filling
Self-Cleaning
Non-Leakable
GUARANTEED PEN

"The New Favorite"

Sheaffer's Self-filling Self-cleaning Non-leakable Fountain Pen

No Rings,
No Locks,
No Buttons
No Humps

A REAL Self-Filling Pen

GUARANTEED TO SATISFY
EVERY PURCHASER.

W. A. Sheaffer Pen Co.
FORT MADISON, IOWA.

SHEAFFER'S
SELF-FILLING
FOUNTAIN PEN

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THE NEW FAVORITE SHEAFFER'S SELF-FILLING FOUNTAIN PEN

FOR many years past the fountain pen was recognized as one of the necessities of the business life, therefore it needs no words of praise from us to increase its favor. It has become the natural companion of the business world, the professional world and the educational world; and the time is near at hand when nearly every man, woman and child will be equipped with a fountain pen.

The SHEAFFER Self-Filling pen has replaced the old style dropper filler in the same manner that the railroad has replaced the stagecoach and the stem-wind watch has replaced the key-wind.

In this world of rapid progress the SHEAFFER Self-Filling Pen is recognized as the standard of perfection, eliminating all objectionable features and combining all practical ones.

The SHEAFFER Self-Filling Pen is the result of many years of study and experimenting on the part of the inventor, MR. W. A. SHEAFFER. The men associated with him in the manufacture of this pen have had abundant experience in the fountain pen business, thereby presenting to you a perfect fountain pen, made of the very finest materials that can be produced.

SHEAFFER'S Self-Filling Fountain Pen is the only pen on the market which overcomes every objection and which eliminates all dread of inky fingers and all complaints that are ever found in a fountain pen. The lever filler is the most simple device ever conceived. It is a small lever sunk in the barrel and is so simple that it can be operated with one hand. Hold the pen between the thumb and second finger; catch upper end of lever under nail of first



finger; pull down lever; dip the pen in inkwell (until the end of the rubber holder touches the ink); release the lever, and the pen is filled.

This operation requires but a few seconds. No shaking or coaxing is required to make this pen write, the instant it touches the paper. It is also guaranteed to write the last drop of ink without flooding.

NON-LEAKABLE.

Owing to the peculiar construction of the SHEAFFER Pens, they are all guaranteed to be non-leakable and can be carried in any position with absolute safety. Up-side-down in your pocket, in the lady's purse or laid away among the finest linens, not one drop of ink will escape if cap is screwed on tight.

A few days' trial will convince any writer that SHEAFFER'S Self-Filling Fountain Pen is the last word in pen manufacture and the most durable fountain pen that has ever been produced.

We could tell you many more good things about the SHEAFFER Self-Filling Pen, but our guarantee and the free trial offer makes talk a waste of time. You can step into the nearest Stationery, Jewelry, or Drug Store, select your favorite style of pen point and size and shape of holder and use this pen for 30 days; put it to every test of which you can possibly think, then, if for any reason whatsoever, you are not more than pleased with your purchase, take the pen back and the dealer will cheerfully refund full purchase price. This is a fair proposition and you take no chances. We know the SHEAFFER will stand the test and we are very glad to give you the opportunity of this trial offer.



NO-LIMIT GUARANTEE.

Every SHEAFFER Self-Filling Fountain Pen is guaranteed to be perfect in material and workmanship. In purchasing a SHEAFFER Pen you secure the greatest value possible. Our guarantee is not for thirty days, one year, nor five years, but for the entire life of the pen, and should it, at any time, prove defective in any way, we will be very pleased to have the opportunity of correcting such defect.

The ink reservoir is guaranteed for five years and will be replaced free of charge during this time. The life of this reservoir should be from eight to ten years and after five years replacing of same is but the small cost of fifteen cents.

WRITING QUALITIES.

The best feature about the SHEAFFER Self-Filling Fountain Pen from the user's standpoint is the fact that we are in a position to duplicate any steel or gold pen ever manufactured. Thus we can supply you with your favorite point, no matter how fine nor how coarse; how stiff nor how flexible you may desire it.

You never have to shake a SHEAFFER Pen to make it write; it is ever ready the instant it touches the paper.

The SHEAFFER Pen is so constructed as to allow an air chamber to exist between the soft rubber reservoir on the inside of the barrel and the barrel itself. The reason of this air chamber is to prevent expansion and contraction of air, caused by the heat of the hand on the barrel of the pen, or the temperature of the room from affecting the reservoir, thus keeping the SHEAFFER Pen from sweating and dropping ink.

Nothing has been overlooked to make the SHEAFFER the most practical and convenient pen produced. We have spared no expense in materials and our factory is armed with the most skilled workmen that the industry affords. Every pen is carefully inspected by fountain pen experts before it leaves the factory and

SHEAFFER'S
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again before it leaves our shipping department. Under these conditions it is readily seen that we are putting into the hands of the public today the best piece of merchandise that was ever manufactured and one which we guarantee.

SECTIONAL VIEW OF SHEAFFER'S SELF-FILLING FOUNTAIN PEN.

On the opposite page you will notice the sectional view of the pen. View No. 1 shows the elastic ink reservoir filled and the lever filler closed. It also shows pen point in air-tight chamber in cap. Notice how the end of the feed fits tightly against the shoulder of the cap, thus forming an air-tight chamber and making it impossible for the SHEAFFER Pen to leak, no matter in what position you may carry it.

View No. 2 shows the lever open with ink reservoir compressed ready for filling.

The cleaning and filling principles of the SHEAFFER Self-Filling Fountain Pen are most simple. Inside of the barrel there is an elastic reservoir made of soft, pure rubber.

To fill the SHEAFFER Pen it is only necessary to pull the lever down as shown in view No. 2. This compresses the ink reservoir. Then insert the pen in inkwell until end of rubber holder touches ink; release the lever and the pen fills instantly. On removing pen from the ink, if you hear the pen suck air, it is a sign you have not left it in the ink long enough and you should repeat the operation, leaving the pen in the ink a little longer. This simple filling device also cleans the pen automatically every time, as it is impossible to have a new supply drawn into the reservoir without first entirely emptying same.

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Should it be the desire of the user at any time to have the reservoir cleansed of ink, all that is necessary would be to empty and fill the pen several times in cold water.

You will notice in sectional view No. 2 when the lever is down the ink reservoir is completely collapsed, insuring complete filling of the pen to its full capacity every time. This is the only self-filling pen on the market which is constructed in such a way.

You will also notice that this lever works independently of the rubber sack and does not depend upon its expansion to hold it in place.



Sectional
View No. 1



Sectional
View No. 2

SHEAFFER'S
FOUNTAIN PEN



No. 2
\$0.00
Size



No. 9
\$5.00
Size



No. 14
\$5.00
Size

Illustration is for size.

Made in chased, plain black and mottled holders.

Clips in German Silver add \$0.25 to cost.

SHEAFFER'S
FOUNTAIN PEN



No. 4
\$4.00
Size



No. 5
\$5.00
Size



No. 8
\$6.00
Size

Illustration is for size.

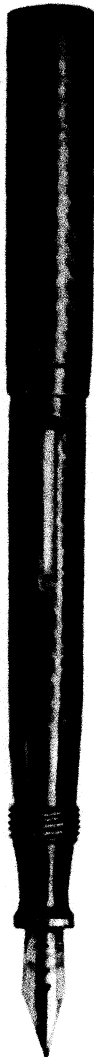
Made in chased, plain black and mottled holders.

Clips in German Silver add \$0.25 to cost.

SHEEER'S
FOUNTAIN PEN



No. 25
\$2.50
Size



No. 35
\$3.00
Size



No. 45
\$4.00
Size

Short Vest: Pocket and Lady's Hand-bag Size.

(Illustrations actual size.)

Made in chased, plain black and mottled holders.

SHEEER'S
FOUNTAIN PEN

(Illustrations actual size.)



No. 31
\$4.00
Size

Same size barrel
with No. 2 pen is
No. 31—\$4.50 size.



No. 41S
\$4.00
Size



No. 41—\$5.00
Size

Same size barrel
with No. 3 pen is
No. 41—\$5.50 size.
5 pen is No. 51—
\$6.00 size; 6 pen is
No. 61—\$7.00 size.

These Pens have one-half inch gold-filled band on cap,
in either Roman, plain or engraved. Can also be had with
Solid Gold band at an advance of \$3.00 over filled bands.

Gold Filled Clips attached add \$1.00 to cost.

SHEEPP'S
FOUNTAIN PEN



No. 35
Has No. 3 Pen
\$12.00
Size
14-K gold filled
engraved
holder

No. 356
Same as above
14-K solid gold
holder, fine
hand engraved
\$25.00



No. 36
Has No. 3 Pen
\$9.00
Size
14-K gold filled
plain bright
holder

No. 366
Same as above
14-K solid gold
holder
\$20.00



No. 37
Has No. 3 Pen
\$6.00
Size
14-K gold filled
holder

18-K gold filled
holder

Gold Filled Clips attached add \$1.00 to cost.
14K Solid Gold Clips attached add \$2.00 to cost.

SHEEPP'S
FOUNTAIN PEN



No. 35S
Has No. 3 Pen
\$12.00
Size
14-K gold filled
engraved
holder



No. 36S
Has No. 3 Pen
\$9.00
Size
14-K gold filled
plain bright
holder



No. 37S
Has No. 3 Pen
\$5.00
Size
14-K gold filled
holder

Sterling Silver Clip add \$2.50 to cost.

Gold Filled Clip add \$1.00 to cost.

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SHEAFFER'S POCKET CLIP.

This clip is attached to the end of the SHEAFFER Self-Filling Fountain Pen. The metal clips are twenty-five cents each; the Sterling Silver, fifty cents; the Gold Filled, one dollar; Solid Gold, two dollars.



The SHEAFFER Pocket Clip completes the SHEAFFER Pen in every detail. It is fastened to the extreme end of the cap, thus permitting the pen to pass deep down into the pocket, which of course insures greater safety.

The clip is attached by the means of two arms extending to the inner cap. This connection fastens the clip securely and gives it the proper holding power.

OUR GOLD PENS.

The gold pens used in the SHEAFFER Self-Filling Fountain Pens are the best that can be produced. They are 14K solid gold, hand tempered and tipped with hard selected iridium.

These pens are made in all sizes and we are able to duplicate any kind of point. In order that every writer may be perfectly satisfied with the SHEAFFER Pen, we will carefully select for him an exact duplicate of the style point he is now using.

There are short, medium and long nibs; fine, medium, coarse and stub points; also extra fine, left oblique, falcon, turned-up, stenographer, bookkeeper and manifold points.

A pen should be used several times, giving it a chance to get thoroughly wet.

If it fails to write properly after a thorough trial, take it to the nearest SHEAFFER dealer or mail it to us. We want every user of a SHEAFFER Self-Filling Pen to be thoroughly satisfied.

SHEAFFER'S
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Directions to Users of Sheaffer's Self-Filling Pen.

When Filling—The first time, fill and expel the ink several times, so ink will adhere to pen point.

To Fill—Raise Lever until it is at right angles with barrel. Submerge gold pen and end of holder in ink. Close lever, allowing pen to remain in ink for a few seconds until elastic ink reservoir has fully expanded.

To Clean—Place gold pen and end of holder in cold water, working lever back and forth several times.

Cap—Cap must be screwed on firmly to insure against leaking; always keep cap on pen when not in use.

Ink—Avoid muddy and gummy ink; special fountain-pen ink is best.

CAUTION—This pen is put together and adjusted by fountain-pen experts, and will not give satisfaction if taken apart or altered in any way.

A pen should be used several days, giving it a chance to get thoroughly wet. If it fails to write properly, after a fair trial, take it to the nearest SHEAFFER DEALER or mail it to us. We want every user of a SHEAFFER SELF-FILLING PEN, to be thoroughly satisfied.

W. A. SHEAFFER PEN COMPANY

PORT MADISON, IOWA, U. S. A.

SHEAFFER'S
FOUNTAIN PEN



SHEAFFER DISPLAY CASES.

The above is a photographic reproduction showing the front and side view of the SHEAFFER 12-Dozen Floor Case. This case is built to display our pens to the best possible advantage, also with the view of enabling you to handle your fountain pen department in a more convenient and profitable manner.

These cases are finished in golden oak, mahogany, or in any finish desired to match store fixtures.

The fronts of these cases are finished in plain panelling with ebony inlaid borders. The back has a jeweler's mirror sliding drop door which allows the dealer to handle his stock with perfect ease.

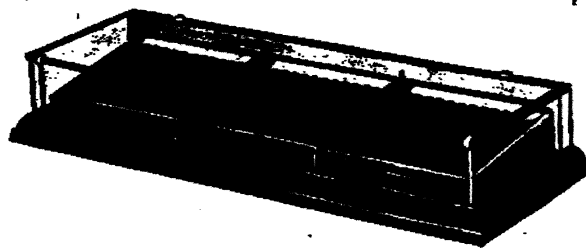
The lower part of the case is designed to hold surplus stock, advertising matter and supplies. The glass used in these cases is heavy plate glass with polished edge. It is put together in the most expert way making it absolutely dust proof. The case stands on heavy bronze legs six inches from the floor, making it thoroughly sanitary.

Taking it all together the SHEAFFER floor case is a most beautiful and most substantial case and it acts as a silent salesman in any dealer's store.

SHEAFFER'S
FOUNTAIN PEN



Back View of 12-Dozen Floor Case.



Three-Dozen Counter Display Case

Also made in Two, Four and Six-Dozen Sizes.
Any Finish Desired.



PRICE LIST OF PARTS AND REPAIRS

For Sheaffer Self-Filling Pens.

When a new gold pen or any repairs are needed, send complete PEN, so new and old parts will fit perfectly.

Always mark your name and address and street number plainly on package. We will return package the same way it is received, unless otherwise instructed. If you desire package RETURNED BY REGISTERED MAIL, enclose additional STAMPS for same. WE WILL NOT BE RESPONSIBLE FOR PACKAGES SENT IN OPEN MAIL.

Empty out ink before mailing. Always send cash for repairs, which must include return postage.

Catalogue No.	Feed Bar	Pen Sect'a.	Cap	Barrel	Lever	Metal Bar	END PIECE	Ink Reser.	Allowance Old Pens on New		GOLD PENS	
									No.	Each	No.	Each
2 and 3	.30	.40	.30	.75	.30	.20	.10	.15	2	.20	2	1.00
4, 5 and 6	.35	.50	.40	1.40	.30	.20	.10	.15	3	.30	3	1.25
8	.40	.60	.50	1.85	.30	.20	.10	.15	4	.40	4	1.50
21 and 31	.30	.40	1.30	.75	.30	.20	.10	.15	5	.50	5	2.00
41, 51 & 61	.35	.50	1.40	1.40	.30	.20	.10	.15	6	.60	6	2.65
81	.40	.60	1.50	1.85	.30	.20	.10	.15	8	.80	8	4.00
84	.30	.50	.40	1.40	.30	.20	.10	.15				
341	.30	.50	1.40	1.40	.30	.20	.10	.15				

W. A. Sheaffer Pen Company, Fort Madison, Iowa, U. S. A.



GOLD PENS Repointed or straightened for 50 cents each. Repointed pens are not warranted to wear well nor to have same quality of point as new pens. Pens smaller than No. 4 are seldom worth repointing.